

With ■ Brownsville ■ and ■ Valley ■ Theaters

KAY FRANCIS SCORES AGAIN

New Role Is Undertaken By Actress In Film At Queen

Few stories are said to offer a star a wider range of dramatic opportunities, or a more dazzling background, than are afforded beautiful Kay Francis in "The House on 56th Street," Warner Bros. picture, showing at the Queen theatre Sunday and Monday.

As the orphaned daughter of a professional gambler, whose beauty wins her immediate success in Broadway's gayest musical shows and makes her the toast of the town, as one of the "Floradora" girls, Kay Francis undertakes a role completely different from anything she has ever attempted before.

The story opens in the New York of thirty years ago, when the marriages of the "Floradora" to milliners was the talk of the world. As she steps from the stage into the most conservative social set of the city, Peggy cannot resist gambling with life, and taking chances with fate. Becoming involved in the death of one of her former lovers, though innocent, everything she loves is swept from her in a calamitous sequel to an act of reckless generosity. Husband, child, friends and freedom are stripped from her, in the scandal and trial that follow.

Ms Francis has some of Hollywood's best known players associated with her in the picture. Gene Raymond, whose work in "Ex-Lady," "Zoo in Budapest" and "Brief Moment" has brought him rapidly to the front, plays Monte Van Tyle. John Halliday, remembered for his able portrayal in "Men Called Back," "Fifty Million Frenchmen" and "Bird of Paradise," is the discarded admirer whose death brings tragedy to Peggy.

About 730,000 seeds a year are produced by the false flax plant.

Trees, knotted when small, mark the trails for strangers in Ethiopia.

Billmann

Domingo, Lunes y Martes
La Pelicula Hablada en Español
Primavera de Otono
Interpretada por
Catalina Barcena y
Antonio Moreno

BIJOU THEATRE LA FERIA

MIDNIGHT OWL SHOW ONLY
Sat. Night, March 10
"Man of Two Worlds"
Francis Ledener Elissa Landi
Come at nine thirty and see two shows for one admission—this picture will be shown the one time only beginning at 11 p. m.

SUNDAY and MONDAY MARCH 10 - 11



COMBINING BUSINESS WITH PLEASURE!
They run a health farm, but they're not in business for their health!
"SEARCH FOR BEAUTY"
with the 30 International "Search for Beauty" Contest Winners
LARRY BUSTER
CRABBE
IDA LUPINO
ROBERT ARMSTRONG
JAMES GLEASON
A Paramount Picture
PHOTOPHONE for YOU—
High Fidelity Sound System
Making your evenings in this theatre—ever more pleasant! the Best Sound System money can buy.

KAY FRANCIS NEW HIT



Kay Francis and Margaret Lindsay play the roles of mother and daughter in "The House on 56th Street," Warner Bros. dramatic presentation, showing Sunday and Monday at the Queen Theatre.

'TWO ALONE'



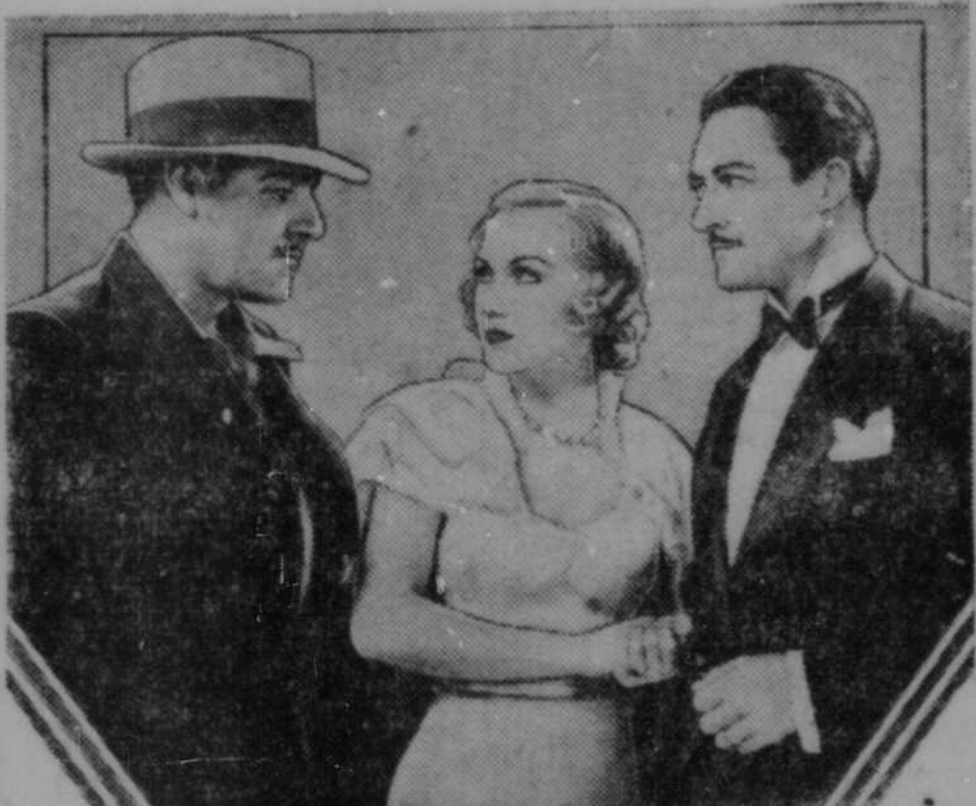
A new, youthful, romantic screen team makes its bow with the appearance of Jean Parker and Tom Brown, in RKO-Radio's "Two Alone," showing Thursday and Friday at the Capitol Theatre. Virgil, the Magician, will appear on the stage with 50 tons of tricks and his stage show.

'PRIVATE LIFE OF HENRY VIII'



Charles Laughton and Elsa Lanchester in "The Private Life of Henry VIII," showing Tuesday and Wednesday at the Capitol Theatre.

'MASTER OF MEN'



Jack Holt, Fay Wray, Theodore Von Eltz in "Master of Men," new Columbia hit, showing Saturday only at the Capitol Theatre.

STYLES, COMEDY AND ROMANCE

Features of Colorful Picture At Rivoli Theatre Sunday

One of the most colorful pictures to come from Hollywood in many a day is promised by the management with the showing of the First National production, "Fashions of 1934," with William Powell in the stellar role at the Rivoli Sunday.

The prize number in "Fashions of 1934" is a most unusual spectacle in which 200 beautiful girls, do a fan dance in rhythm to music furnished by a harp orchestra.

One feature calculated to appeal especially to women is a gorgeous fashion show. In the luxurious set-

ting of a fashionable and exclusive Paris modiste shop, more than a score of girls display the very latest 1934 styles in women's evening gowns and wraps, sports suits, negligees and lingerie.

These are but some of the special numbers seen in a picture that is basically comedy drama in which William Powell as a high pressure promoter, corners the Paris fashion market and sets himself up as the king of fashions.

Bette Davis plays opposite Powell as his co-conspirator and vies for his love with Verree Teasdale, who is seen in the character of an American show girl masquerading as a Russian Grand Duchess. With two such comedians as Frank McHugh and Hugh Herbert teamed up, the fun promises to be irrepressible.

Teeth are formed completely in the gums at time of birth.

The cheapest of all fabrics in Madagascar is silk.

A GOLDEN GODDESS



Bette Davis, the petite blonde star, who appears opposite William Powell in the screen's first great laugh and fashion extravaganza, "Fashions of 1934," a Warner Bros.-First National picture, which features 200 Busby Berkeley fan dancers. Showing Sunday and Monday at the Rivoli Theatre, San Benito.

GEORGE RAFT — 'BOLERO'



George Raft and Carole Lombard as they appear in "Bolero," new Paramount hit, with Sally Rand (the Fan Dancer), showing Sunday and Monday at the Capitol Theatre.

'THE CROSBY CASE'



Skeets Gallagher and Onslow Stevens in "The Crosby Case" opening Tuesday for two days at the Rivoli theatre, San Benito. On the stage Virgil, Master Magician, \$50,000 show of wonders, beautiful girls.

Back to Career



Looking rested—and pleasant, as when doesn't she?—Myrna Loy, film actress, is pictured here upon her return to Los Angeles from a month's "hide-away" vacation in Hawaii.

Ramsey Rites Held

McAllen, March 10. — Funeral services for Russell Ramsey, 72, farmer of the Hidalgo community for a number of years, were held at 2 o'clock Saturday afternoon from Kreidler chapel here. Rev. M. A. Travis, pastor of the Alamo Community church, conducted the last rites, which were followed by in-

terment in Roselawn Cemetery here. Survivors are his wife, three sons, four daughters and three brothers.

LATEST DANCE HIT ON SCREEN

Raft Seconded by Lombard And Rand in New Dance Film

George Raft, the screen star who has performed so ably in the past as gangster-lover and night-club racketeer, now brings to the screen a new characterization in the most dazzling performance of his career.

The picture, showing today and Monday at the Capitol theatre, Brownsville, is titled, "Bolero." Directed by Wesley Ruggles, it stars Raft and features Carole Lombard, Sally Rand, the fan dancer, and Frances Drake.

In the role of a world-famous dancer who climbed to fame with a succession of beautiful dancing partners, cast off one by one, Raft astounds. For, not only is the acting precise fervent, more competent than even his previous excellent portrayals, but he passes gracefully and beautifully through some of the most intricate and complex dances ever presented on the screen. It is in the final scenes of the picture that his work reaches its height. Then, with Carole Lombard as his partner, he dances to the savage rhythms of the famous "Bolero" by Maurice Ravel, creating a new dance routine — "The Fattoria."

The plot of the picture parallels, in some respects, Raft's own career. It is the story of an impoverished young coal worker, who burns to realize greatness and to let out the dancing talent he knows is locked within him. He gets his first opportunity in what he scornfully refers to as an "east-side joint." Then by sheer determination he climbs steadily to his goal. But his ambition is so overpowering that he misses happiness and love. Finally at the apex of his career, he abandons his former life to fight for Belgium. He returns, a war-shattered wreck, and in attempting to resume his career in the scene of his former triumphs, loses his life.

He is ably seconded by Sally Rand, Chicago's sensational fan dancer, who is gorgeously arrayed as his dancing partner, by Frances Drake, who comes from London successes to her first American film role and by William A. Frerley, who turns in a sympathetic and intelligent performance as the dancer's brother.

Takes Editor's Post

(Special to The Herald)
EDINBURG, March 10. — R. C. (Bob) Jeffreys, former editor of the Edcouch-Elisa Enterprise and the Mission Citizen, this week became editor of the Hidalgo County Independent, official organ of the Hidalgo County Good Government party. Jeffreys succeeded the late C. H. Pease, who died several months ago after establishing the paper in 1928.

W. E. (Bill) Hall, who has been editor of the paper since the death of Pease, will remain as business manager, his former position. Jeffreys established the Mission Times in 1909 shortly after coming to the Valley.

The OASIS

Matamoros, Mexico
Re-Opened
Under New Management
Good Music
Largest and Finest
DANCE FLOOR
on the Border
Newly Decorated

BIJOU GETS 30 BEAUTIES

"Search for Beauty," featuring Buster Crabbe, Ida Lupino, Robert Armstrong and James Gleason, opens a two-day run, Sunday and Monday, at the Bijou theater at La Feria.

This show presents the famous international beauties, 30 of them selected after a careful "search for beauty" contest held in all the principal nations. Thirty of the most beautiful girls in the world were selected through the contest, and are presented in the picture.

Robert Armstrong and James Gleason run a health farm, but they're not in business for their health!

The Bijou theater offers the best sound system money can buy and

guarantees a pleasant entertainment for afternoon or night.

In addition to the Paramount special, "Search for Beauty" the Bijou will present a comedy and short subjects.

McAllen Mayor Gets Praise For Project

(Special to The Herald)
McALLEN, March 10. — Howell Kidd, general supervisor for the Texas Civil Works administration in Austin, has written Mayor J. W. Ewing a letter congratulating him on the methods used in construction of McAllen's \$108,000 municipal storm sewer system.

"I am very forcibly impressed with the results you have obtained," Kidd's letter said in part, "and we wish we had more projects of this kind to show evidence of the expenditure of federal funds. If all projects were handled in the manner you have handled this sewer project, there would be no occasion for either district supervisors or project engineers as far as our department is concerned."

STARTING TODAY

They said "FIFTY WOMEN CAN'T BE Fooled" — But fast-talking Bill Powell fooled 'em all! He told 'em how to dress... and got away with it... until he tried to tell one woman how to love. Gag after gag in a Sizzling Dance. Left-packed story... plus 200 Beauties and Spectacles that will leave you gasping!

200 DAZZLING BEAUTIES

William Powell
Bette Davis

Thrill to these Spectacles:
THE FAN DANCE
VENUS AND HER GALLEY SLAVES
PAGEANT OF THE PLUMES
SONG OF HUMAN HARPS
STAIRWAY OF BEAUTY
By Busby Berkeley, creator of the splendor of "Gold Diggers," "42nd Street," and "Footlight Parade."

Paramount News
Comedy and Cartoon

TODAY and Monday
RIVOLI
SAN BENITO

CAPITOL
Brownsville
TODAY and MONDAY
His arms held rapture and ruin . . . Lovely dancing ladies knowing a few months of ecstasy, then flung into discard . . . Burned out . . . Consumed by his flaming ambition to be the world's greatest dancer.

George RAFT
IN
BOLERO
With
CAROLE LOMBARD
SALLY RAND
FRANCIS DRAKE
The Season's Surprise Sensation

ALSO
Bing Crosby
In
"PLEASE"
Paramount Act
"Radio Roundup"
Paramount News

Sensation of Sensations
SALLY RAND
Doing Her Original Fan Dance . . .

QUEEN Popular Prices
TODAY and MONDAY First Brownsville Showing
KAY FRANCIS — RICARDO CORTEZ in
'HOUSE ON 56th STREET'